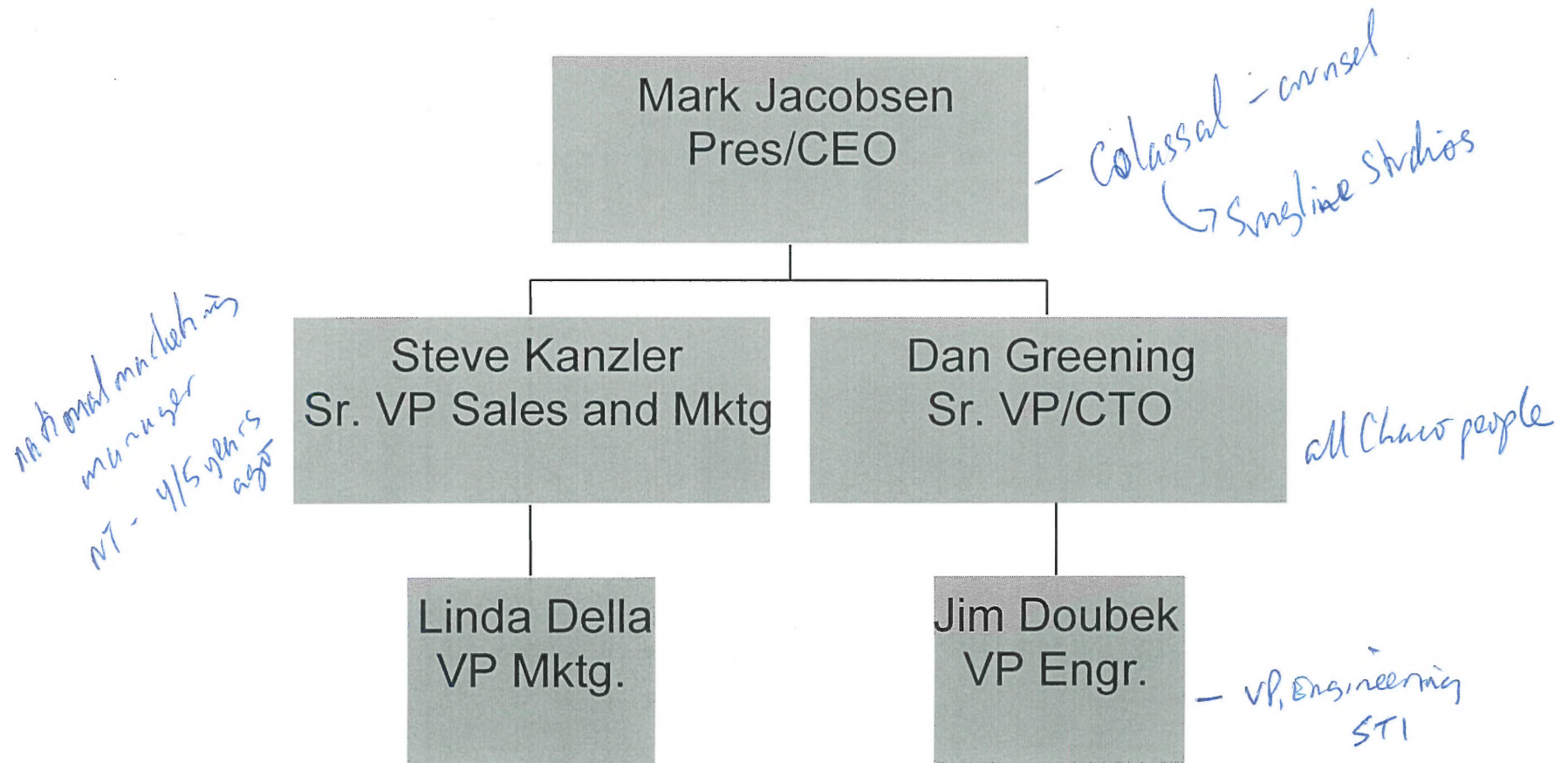# LikeMinds
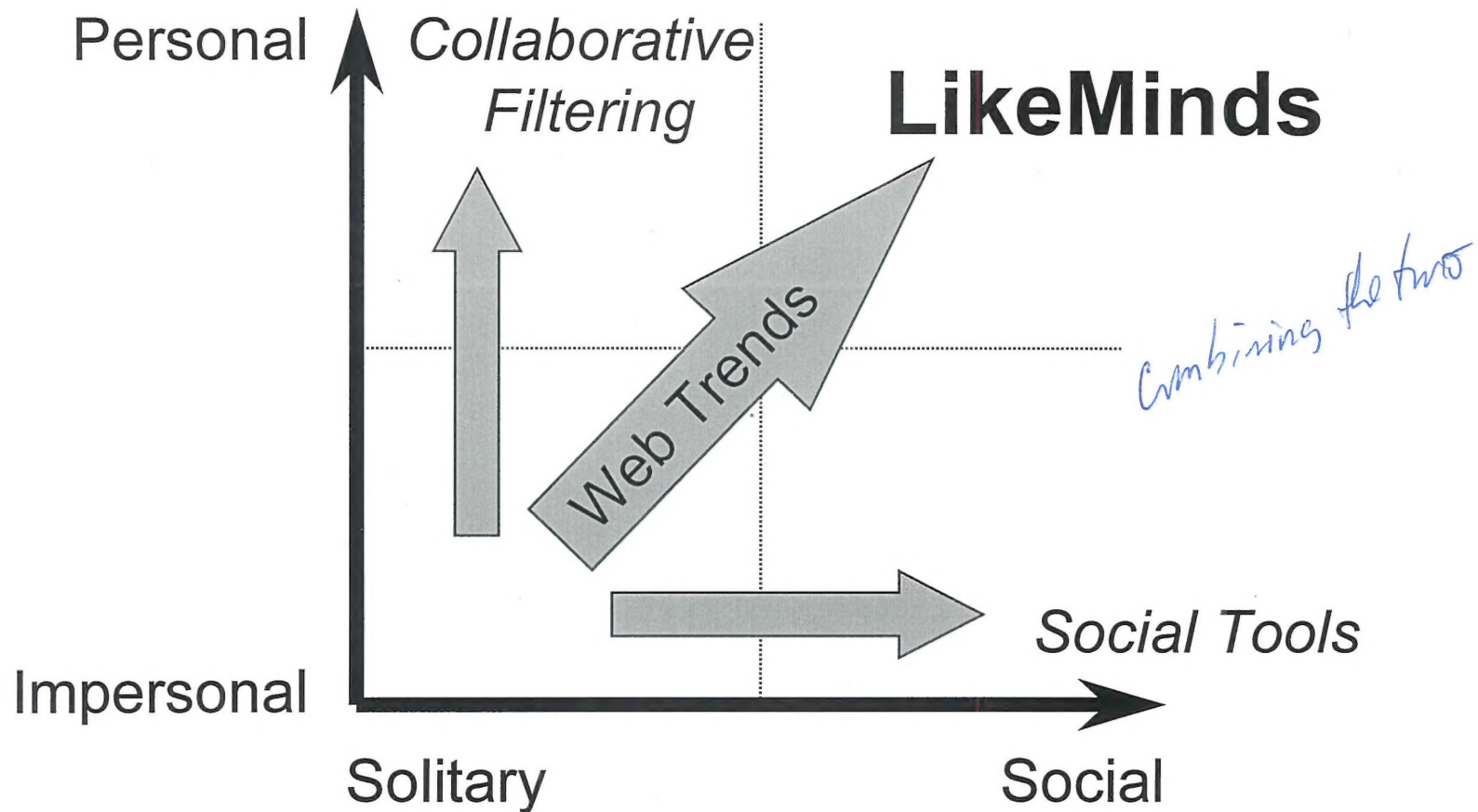
Presentation to
Societe Generale
March 10, 1997

collaborative filtering
all weightings-based systems — patent

LikeMinds Management Team

Mark Jacobsen
Pres/CEO

Steve Kanzler
Sr. VP Sales and Mktg

Dan Greening
Sr. VP/CTO

Linda Della
VP Mktg.

Jim Doubek
VP Engr.

— Colassal — counsel
↳ Smgline Studios

national marketing
manager
NT – 4/5 years
ago

all Chew people

— VP, Engineering
STI

LikeMinds Position

Personal

Collaborative Filtering

LikeMinds

Web Trends

Social Tools

Impersonal

Solitary

Social

Combining the two

Vision:
Tools That Help People Decide

Personalization

Socialization

**Songline
Collaborative
Filtering**

**Chaco
Social Tools**

LikeMinds

**Product
Recommendations**

**Purchase
Decisions**
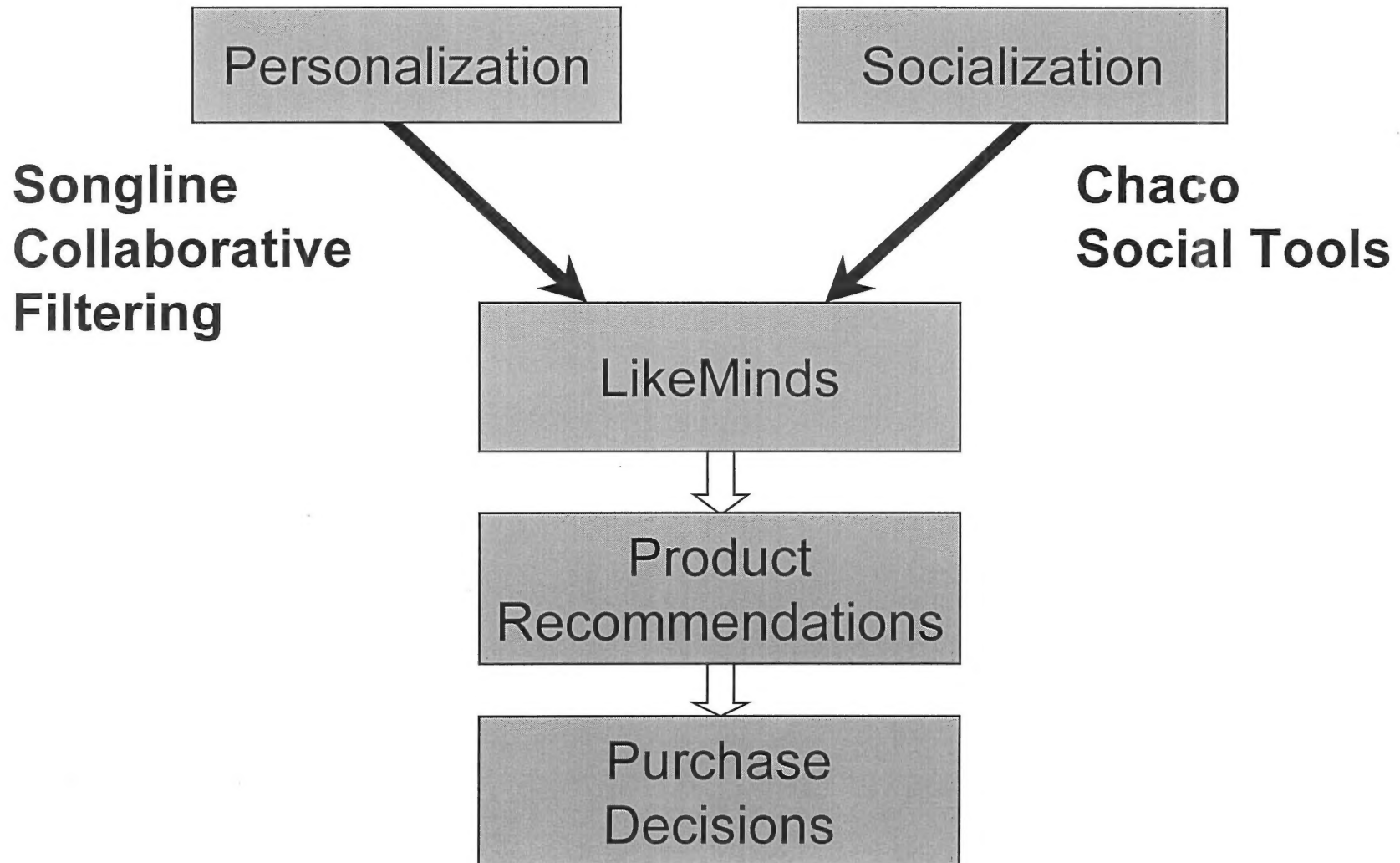
Product Goals

- Preference Server *done* ⇒ Learn what consumers want *muniecritic*

- LikeMinds Key ⇒ Make the data portable *do not need to share*
  - server
  - raw data

- Census ⇒ Analyze the data *exchange data*

- Merchandising Server ⇒ Put it to use *categorize based on product preference*
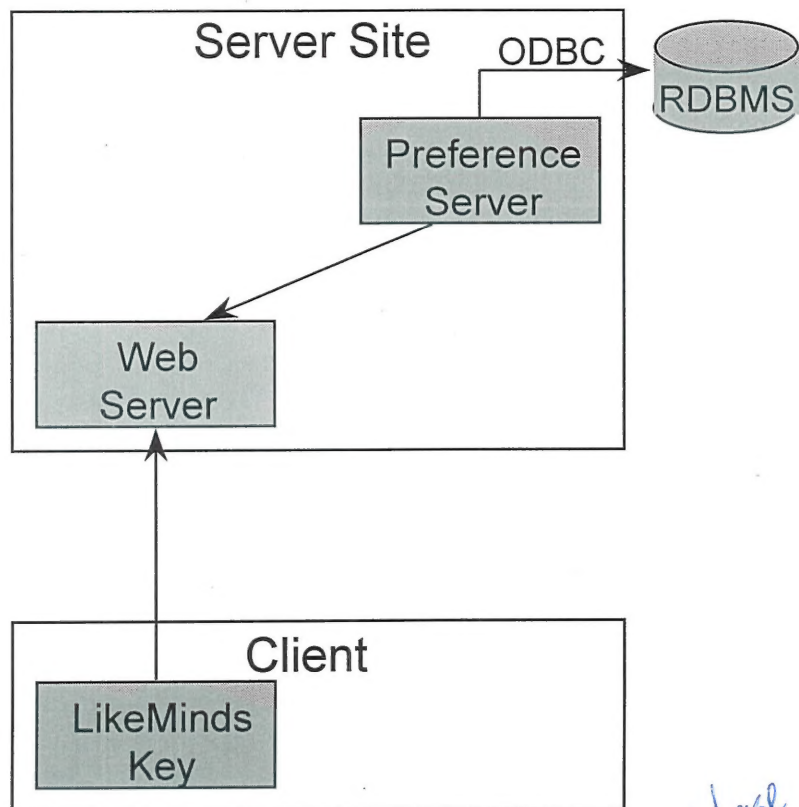 *glue that connects preference + census to transaction*

- Social Server *done* ⇒ Create consumer communities
  chat in its many forms
  2D – not vRML → vRML limits market

Build trust between our customers and their users

Preference Server

Server Site   ODBC   RDBMS
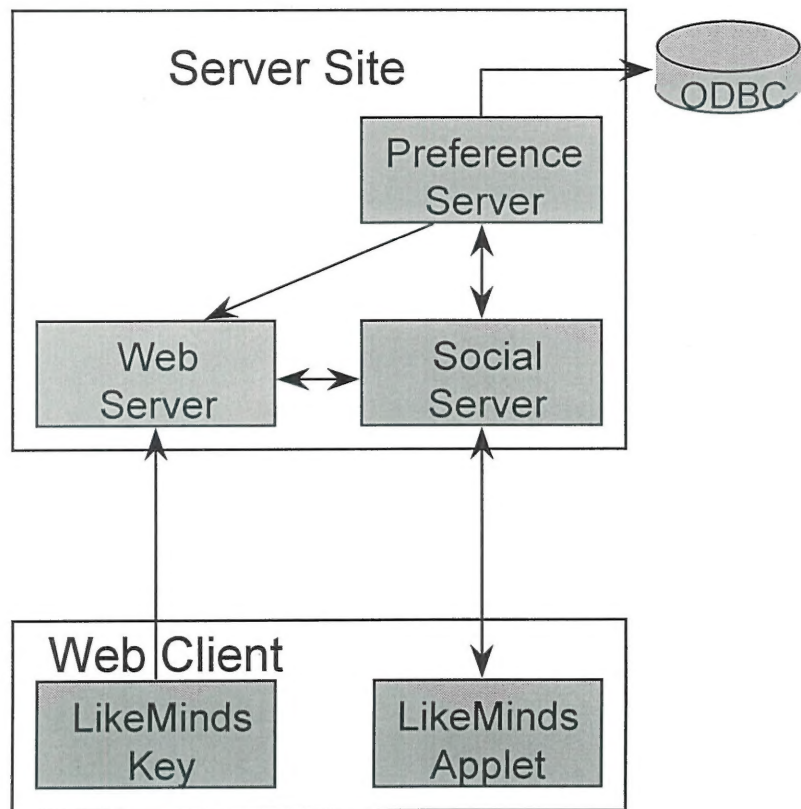
Preference Server

Web Server

Client

LikeMinds Key

vse existing database

- **Matches people to products**
  - *What*: Collaborative Filtering
  - *In*: User preferences
  - *Out*: Item recommendations
- **Advantages**
  - Accurate
  - Composite "you"
  - Scaleable
  - Patented
- **APIs**
 - ODBC, CGI, Java, Javascript
  - LikeMinds Key

Social Server

```
┌─────────────────────────────┐        ╭─────╮
│   Server Site               │───────▶│ ODBC │
│                  ┌──────────┐│        ╰─────╯
│                  │Preference││
│                  │ Server   ││
│                  └──────────┘│
│         ┌─────────┐  ┌─────────┐
│         │  Web    │◀▶│ Social  │
│         │ Server  │  │ Server  │
│         └─────────┘  └─────────┘
└────────┬──────────────────┬────┘
         │                  │
┌────────┼──────────────────┼────┐
│ Web Client                │    │
│  ┌──────────┐      ┌──────────┐ │
│  │LikeMinds │      │LikeMinds │ │
│  │  Key     │      │ Applet   │ │
│  └──────────┘      └──────────┘ │
└─────────────────────────────────┘
```

- Matches people to people
  What: People Like You [tm]
  In: People
  Out: Consumer Communities
  └ *put in chat space or recommend products*

- Features
  - "Like minds" matching
  - Text Chat, Avatars, Forums

- APIs
  - C: People-to-people matcher
  - Java: applet
  - Java: 2D chat server
  └ *3D - too limited a market now*

Many-to-One Marketing
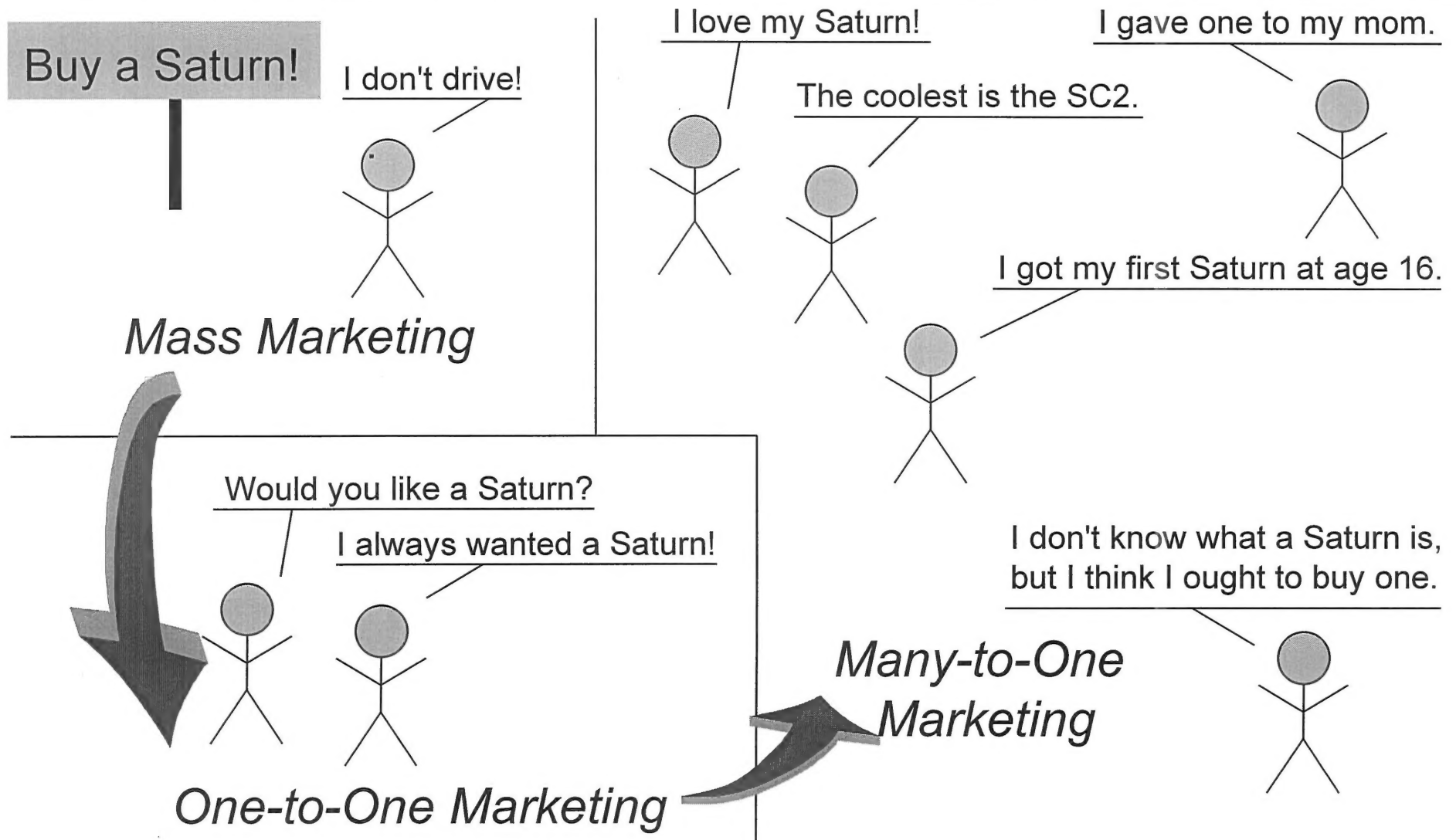
Superior Technology

- Best Product Recommendations
- Self-Computes Accuracy
- Handles Cold Start
- Scales to Millions of Users and Products

Best Product Recommendations

Preference Server Algorithm

Ratings

	Star Wars	The Untouchables	Beverly Hills Cop	Fletch	Caddyshack
Smith	8	10		10	7
Jones	11	9	10		
Wesson	10	4	10	9	11

Mentors

	Smith	Jones	Wesson
Smith		6.5	8.5
Jones	6.5		10.6
Wesson	8.5	10.6	

Predictions

	Star Wars	The Untouchables	Beverly Hills Cop	Fletch	Caddyshack
Smith			9		
Jones				10	11
Wesson					

1-13 scale

Self-Computes Accuracy

| | Ratings | | | | | | Mentors | | | | | | Predictions | | | | |
	Star Wars	The Untouchables	Beverly Hills Cop	Fletch	Caddyshack		Smith	Jones	Wesson	Hey	Greening		Star Wars	The Untouchables	Beverly Hills Cop	Fletch	Caddyshack
1. Remove	12	10		10	7		11.2	6.5	8.5						5		
2. Predict	12	10		10	7		10.2	6.5	8.5	10.5	11.7				6		6
3. Compare	12	10		10	7		10.2	6.5	8.5	10.5	11.7				6		6

Handles Cold Start

Books

Virtual Users

	The Island of the Colorblind	A Leg to Stand On	Awakenings	An Anthropologist on Mars	Migraine	Paul Broca: Explorer of the Brain	James Parkinson	In Search of Churchill	Hated It Item
VU author=Oliver Sacks	13	13	13	13	13				1
VU publisher=Harper		13	13						1
VU year=1992				13	13				1
VU subject=neurology	13	13	13	13	13	13	13		1
VU subject=biography				13	13	13	13		1

Real Users

	The Island of the Colorblind	A Leg to Stand On	Awakenings	An Anthropologist on Mars	Migraine	Paul Broca: Explorer of the Brain	James Parkinson	In Search of Churchill	Hated It Item
Smith		12	10						1
Jones							8		1
Wesson		12							1

Mentors

	Smith	Jones	Wesson	VU author=Oliver Sacks	VU publisher=Harper	VU year=1992	VU subject=neurology	VU subject=biography
Smith			10	12.2	9.5	7	12.2	7
Jones								5.5
Wesson	10			9.5	9.5		9.5	

Scales to Huge Sites

Content Server	User rating/sample	
	Predictor	Cache

Content Server	User rating/sample	
	Predictor	Cache

Ring Buffer
Mentor Identifier

Ring Buffer
Mentor Identifier

User Interface   **Distributed Database**   **Mentor Identification**
(background)
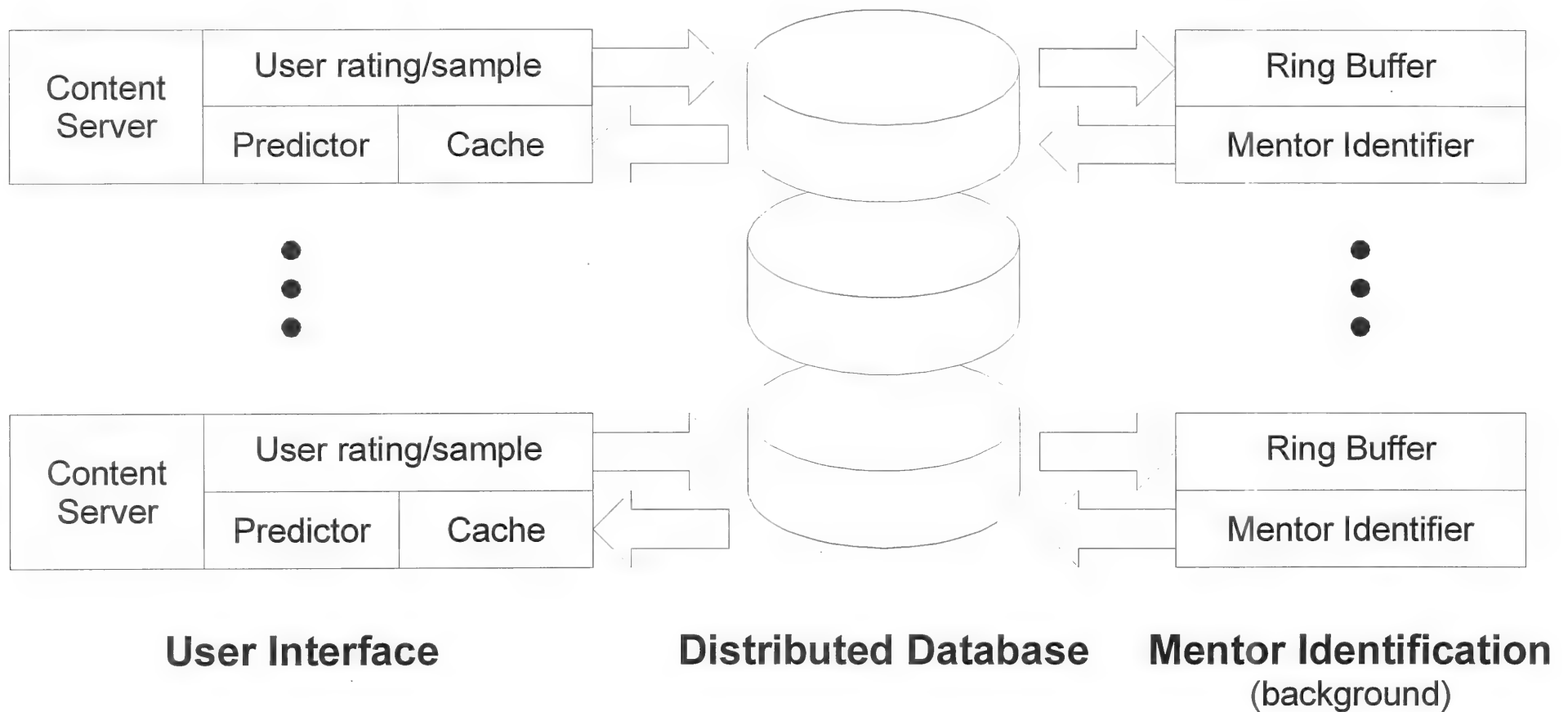
Competitive Advantages

- Superior collaborative filtering technology
- Patent protection
- Modular design = broader market
- Focused on customer first
  - Customer's Brand, LikeMinds sub-brand
  - Data ownership
  - Back office integration
- Building unique VAR channel

Revenue Model

- License Fees
  - Modular pricing
  - Based on registered users
  - Annual maintenance fee
- Installation fees
- Partner with web design studios
  - Distributors of our products
  - Design services for LikeMinds products

Sales Update

- Columbia House
- AOL
- Foresight
- In the pipeline:
  - Washington Post, NYT, New Century Network
  - EarthWeb, Organic, Rare Medium, Boxtop
  - Match.com, Consumers Edge, TEN
  - Sales targets

Financial Projections

	1997	1998	Breakeven
Revenue	$1.1m	$5.2m	
Net Income	($1.2m)	($0.6m)	
Cash Needed	$1.4m	$1.7m	
Headcount	36	55	
Pref Server	9	33	30 total
Social Server	5	18	17 total
Merchant	4	33	30 total
Census	4	33	30 total

Investment Opportunity

- Best collaborative filtering engine
- Shipping products
- Valuable patented and patentable technologies
- Pent-up customer demand
- Strong competitive position
- Veteran team